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Two awards of distinction for 2015 City videos

The City of Campbell River has been recognized with two videographer awards of distinction for *Campbell River Smile* and *Revitalizing Downtown, Campbell River's People Place*, both produced last year.

The 2015 award-winning videos were among approximately 1,500 entries from 16 countries in the international competition. Approximately 16 per cent of entries received awards of distinction for exceeding industry standards. Both videos were recognized in the local government category of the international competition, and the City of Campbell River honours are included among those recognized with distinction on the Videographer Awards website (www.videoawards.com).

In a congratulatory letter to the City, the Videographer Awards writes that the 2015 videos were *"judged to be deserving of industry-wide recognition."*

The Videographer Awards is administered and judged by the Association of Marketing and Communication Professionals. Judges are industry professionals who set standards of excellence and look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

"This is a tremendous achievement, and the City greatly appreciates the partnerships that supported these video productions," says city manager Deborah Sargent.

Julie Douglas of the City's communications department scripted and produced the downtown revitalization video, with Mark Wunsch of Greencoast Media shooting and editing footage of new construction and community members sharing their thoughts about improvements in the heart of Campbell River.

Douglas also scripted, produced and was the female voice in *Campbell River Smile*, the fifth (and last) in a series of minute-long promotional videos shot and edited at no cost to the City thanks to a program previously offered through the Federation of Canadian Municipalities and CGI Communications.

"The City thanks Lorne Kraft of Pixelhouse Productions for shooting the Campbell River Smile footage and local musician and Spirit Square events coordinator Jim Creighton, who donated his time for the voice-over," Sargent adds. *"Also, we applaud the two City employees who volunteered to lip-sync and dance through a day-long video shoot at several local parks and recreation hot spots, and the residents and visitors who caught the fun spirit and volunteered to appear in the video, helping us showcase the many great locations and activities in Campbell River."*

See *Revitalizing Downtown, Campbell River's People Place* at <https://youtu.be/fb-BMxQRQpg>. The revitalization project also won a Planning Institute of BC's Silver award for Excellence in Planning Practice.

View *Campbell River Smile* at this link: <http://goo.gl/m61lrm> or click on the Parks and Recreation video tour in the Image Gallery at www.campbellriver.ca. The video mimics scenes and dancing from a much-viewed music professional video on YouTube.

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